

In the Specification

Amend published paragraph [0044] as follows:

[0044] As an alternative to this automated process for dynamically updating the web site content, the ID extractor can send a warning message to the web site operator, informing the operator that the web site content should be re-directed to a particular set of content or address at a particular time. **(E.g., the identifier can be used to notify a network operator that network content is not properly synchronized with broadcast content.)**

The web site operator can then set up the changes to the re-direction tables after the new content has been fully staged and mirrored to enable peak web site requests when the new web site becomes live.